

Dana Ayoub

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EDUCATION

Phoenicia University (PU)

Bachelor of Business Administration in Marketing & Entrepreneurship

Sarafand, Lebanon

Graduation Date: Jan 2026

Al Safir High School

Lebanese Baccalaureate in Economics and Sociology

Ghazieh, Lebanon

Graduation Date: Jul 2021

WORK EXPERIENCE

Inloop

Intern

Saida, Lebanon

Aug 2025 - Sep 2025

- Developed creative concepts and content ideas for client Instagram pages
- Assisted in building and executing social media strategies and content plans
- Contributed to planning and scheduling content calendars for multiple industries
- Researched competitors and market trends to support the team on creative campaign ideas tailored to target audiences
- Attended and supported photo/video shoots for client content creation

Banque du Liban

Intern

Beirut, Lebanon

Jul 2025 - Jul 2025

- Attended lectures and training sessions about the role of different departments within the Central Bank
- Gained exposure to monetary policy, banking regulations, risk management, and financial operations
- Developed a deeper understanding of Lebanon's financial system and central banking practices
- Observed how various departments coordinate to ensure financial stability and regulatory compliance

Supreme Patisserie

Retail Sales Associate

Ghazieh, Lebanon

Feb 2025 - Mar 2026

- Greet and serve customers, ensure a positive experience
- Prepare and package desserts for display and take-away
- Answer customers' inquiries about ingredients, and custom orders

Mandaloun - Stone Gallery & Prefab

Intern

Ghazieh, Lebanon

Aug 2024 - Sep 2024

- Promoted ideas for social media posts and content
- Helped organize the posts for Instagram page

Predator Sportswear

Retail Sales Associate

Ghazieh, Lebanon

Jul 2023 - Sep 2024

- Advised customers on sportswear
- Posted content on the Instagram page
- Managed customer engagement and service

LEADERSHIP EXPERIENCE

Business Student Society – PU

Member

Sarafand, Lebanon

Nov 2019 - Present

- Helped plan student events and attended regular meetings, events and activities

SKILLS & INTERESTS

Skills: Fluent in English and Arabic; MS-Office (Word, Excel and PowerPoint), Capcut, Canva
communication; Management
problem solving

